



KEYS TO EFFECTIVE HEALTH PROMOTION



Key #10: Managing health promotion resources

To effectively manage your health promotion resources, first determine the resources you need and the resources you have. Then develop a plan to fill the resource gaps.

What resources do you need?

- Make a list of people, materials, equipment, space, and logistical support.
- Be as specific as possible.
- Include partnerships that will be needed to make the program happen.

Identify available resources.

- Use materials that exist or are already on hand. Resist the temptation to start from scratch!
- Find out what other departments already have.
- Contact DHPW/HPPI to find out what other installations have done.
- Know where to borrow or get free materials.
- Use local or internal resources whenever possible.
- Look for opportunities to cut and/or share costs.

Develop a strategy to fill resource gaps.

- Partner with as many people and organizations as you can. Emphasize what's in it for them.
 - Example: use a Physical Therapist to teach a back health class.
- Take advantage of installation and community organizations and coalitions.
- Use volunteers as often as possible.
 - Red Cross volunteers, medical interns or nursing students can supplement your manpower. Former program participants make good guest speakers.
- Keep a list of subject matter experts who will provide input for free so you can avoid the expense of an outside contractor or consultant.

Look for innovative opportunities.

- Other funding opportunities may exist at your facility.
 - Example: if there is a book fair, see if you can apply to receive some of the proceeds.
- Ask the unit to contribute resources to programs directly implemented at the unit level.
- Get to know the contracting person at your installation. They often know the least expensive places to obtain many different kinds of materials.
- Look for "recycling" possibilities.
 - Example: IMD may be able to give you old computer workstations for use with electronic health assessments.

Good communication will help you find more partners and volunteers.

- Get the word out to the community about your health promotion programs.
- Describe what you are doing and how you are doing it.
- Presentation is everything. Keep information current and use lots of visual aids.

All health promotion programs require resources. Some resources you will already have. Some resources you will have to find. Sometimes you will have to make something out of very little. Smart strategies can maximize your health promotion resources.